

## Utah Office of Tourism Board Meeting

Red Cliffs Lodge  
Colorado Room  
Moab, Utah  
June 1, 2007

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### Present

### Board Members

Kim McClelland  
Colin Fryer  
Bob Bonar  
Bob Syrett

Steve Burr  
Shelleice Stokes  
Georgianna Knudson  
Steve Lindburg

### Staff

Leigh von der Esch

Barbara Bloedorn

### Guests

Representative Brad King  
Bob Greenberg  
Tara Campbell  
Gene L. Ciarus  
John Knowles  
Jerry C. M'Neely  
Keith Brewer  
Maggie Wilson  
Jim Lewis  
Jeff Davis  
Sandy Bastian  
Chuck Schildt  
Michele Hill  
Matt Durazzani  
Arlo Tejada  
Red Oelerich  
Shane Osguthorpe  
Mike Caudwell  
Monica Tibbetts  
Shauna Lanery  
Joannine  
Mayor Dave Sakrison  
Marian Delay  
Nan Anderson  
Elizabeth Brown  
Monique Beeley  
Thomas Cooke  
Brenda Yardley

### Organization

Utah House of Representatives  
County Council  
Grand County  
Grand County Council  
Moab Area Travel Council  
Grand County Council  
Moab City Council  
Magpie Adventures Cycling Tours  
Grand County Council  
City of Moab – Council Member  
Red Cliffs Lodge  
Moab Information Center  
Tag-A-Long Expeditions  
Utah.com  
Sheri Griffith Expeditions  
Outdoor Utah  
Out of Bounds Creative  
Weber County/Ogden CVB  
Red Shore Inn  
Red Stone Inn  
TJ Times Independent  
City of Moab  
Moab Travel Council  
UTIC  
Ski Utah  
Outdoor Utah  
Struck  
Youth Garden Project

## Welcome

Kim and Colin welcomed the group to the meeting. Kim thanked Colin and Sandy for their hospitality at Red Cliffs Lodge. Kim had everyone in the room introduce themselves.

**Amendment:** Steve Lindburg asked to reflect a sincere thanks to Colin and his team for hosting the board for the weekend of the June 1<sup>st</sup> board meeting.

## Minutes

**MOTION:** Bob Syrett made a motion to approve the minutes of the May 16<sup>th</sup> meeting. Shelleice Stokes seconded the motion and it passed unanimously.

### Marketing Committee Report

Thomas from Struck gave an update on:

- A. Utah.travel summer splash page (winter splash page/launch in October)
- B. B Roll Shoot to update footage (19 days of shooting)
- C. Kiosks (summer/winter wrap design chosen)
- D. Winter TV Spot (October 1<sup>st</sup> air date)
- E. Winter Print Ads (Will share one print ad campaign production with Ski Utah)

**MOTION:** Shelleice made a motion to take \$25,000 from the uncommitted 2006/2007 Marketing Budget for the B Roll Shoot to add 4 additional shoot days to include; Dutch John Flaming Gorge, Cache, Box Elder and Davis County. Georgianna seconded the motion and it passed unanimously.

**MOTION:** Shelleice made a motion to create a policy for this winter ad campaign, in which the state is sharing production cost with Ski Utah, that the Utah Life Elevated Logo must be used on all of the ads. Bob Syrett seconded the motion and it passed unanimously.

There will be more discussion in the future on policies regarding sharing ads with other partners such as ad placement, logo placement, etc.

Shelleice asked the group to give feedback before the August Board meeting if they have any ideas for the marketing committee. The marketing plan will be voted on at the August 10<sup>th</sup> board meeting.

There was some discussion regarding the Madden insert and future participation either twice a year or quarterly.

Leigh discussed the “Visit Utah First, Just a Tank Away” KSL campaign which ran last year for 3 months. The state created 60 second commercials to encourage in-state travel. On Wednesday June 6<sup>th</sup> the UOT is doing a live broadcast from Council Hall with KSL to kick off the campaign again. The broadcast will run for 4 hours and there will be give away items such as posters and trips. They will talk about all the things you can do around the state without having to drive so far from home.

## **Policies and Procedures**

Leigh briefly discussed the policy on attendance for the board which needs further discussion and approval by the board. She also briefly discussed the policy and procedure on FAM, Familiarization tours and tradeshow. Leigh explained to the audience when deciding who gets to go to the trade shows, we try to include people who represent trade organizations or major organizations in our booth.

## **Strategic Planning**

It was decided that the full board would meet for a strategic planning meeting on Tuesday, June 26<sup>th</sup> for a half day to create a 3 year plan. Steve Lindburg offered to host the meeting at the Hilton.

## **Directors Report**

Leigh thanked Struck, Mike Deaver and the Marketing Committee for their work in putting the report together for the meeting.

She also covered:

- A. Sunset Magazine Tradeshow that Mike Deaver and Clayton Scrivner attended.
- B. Sale of the new posters of Utah images - \$7,000 in sales the first week. They can be ordered on line.
- C. The Four Corners meeting to be held in Belgium in the Netherlands to open up product placement for both winter and non-winter activities week of June 11<sup>th</sup>.
- D. Merchandise was made available at the airport Memorial Weekend. Shirts, hats and pens are being sold. (Kim requested that samples of merchandise being sold, be brought to the August meeting for the board to see).
- E. Awards received for the 2007 "Life Elevated" Scenic Calendar in the National World Calendar Awards Competition.

Steve Lindburg gave a brief update on the Web Committee findings. The goal is to determine the best way to manage our relationship with Utah.com. The decisions to make by the UOT committee and board are; either purchasing the URL, renewing the contract, building up the Utah.travel site or creating a new site. A decision will be made by the end of August.

Kim asked the group to be sure to go out and get to know their representatives and senators and talk about the great work that has been done with the funding and the momentum that has been built. He asked if a power point could be created to present to the legislature to validate the good things that have been done with the funding. Leigh indicated that Dave Williams is already working on that.

Bob Syrett talked about the good press generated by the Tourism Conference.

Steve Lindberg talked about the benefits of being a member of UTIC.

The board and staff took a moment to recognize Shelleice Stokes and thank her for her service on the board and as chairman of the marketing committee. Her term ends the last day of June.

## **Public Comment**

Mayor Sakrison and Representative King thanked the board and staff for coming to Moab and for their hard work on behalf of the group.

Nan Anderson talked to the group about Lagoon Day to be held August 10<sup>th</sup> as well as the 2008 Tourism Conference that will be held May 12-14 at the Hilton Salt Lake City Center.

Red Oelerich talked about the activities that will be taking place for the weekend in Moab.

The next board meeting will be held August 10<sup>th</sup> in Salt Lake City. The location to be determined.

Meeting adjourned.